

## Press Release

24<sup>th</sup> January 2011

### Minimising packaging waste – crucial in 2011

Curtis Packaging, the forerunners in sustainability, have announced a boost to their research and development programme in 2011 to ensure they bring the very latest eco-friendly technology to beauty packaging whilst retaining glamour, style and consumer appeal.

UK households dispose of around 4.9 million tonnes of packaging a year and whilst previously, it has been the brands with significant green credentials who have embraced sustainable packaging, the trend is now for all brands – across the board - to look closely at their packaging.

**Mintel research\* has identified that recycling and eco friendly materials will play a major role within the beauty industry in 2011.** Mintel expects manufacturers' commitment to recycling and eco-friendly materials to have an impact in 2011, having seen new skin care products with environmentally friendly packaging increase 5 per cent last year, compared to 2009.

Steve Mallett, sales director of Curtis comments, "We took on the challenge of becoming the UK's leading supplier of green packaging some years ago. We continue to invest in our R&D to ensure we bring our clients packaging that is both beautiful whilst retaining the highest credentials in sustainability. It's a continuous process and 2011 will see even greater steps forward."

He continues, " Last year, for instance, we installed a new system which reduced our waste collection – all for recycling – by 80%, as well as sophisticated systems through our sister company, 3D Creative - to create samples and trial runs which substantially cut the environmental impact and, indeed, costs for many clients."



Curtis' latest project has been with Orla Kiely, a designer renowned for her creative use of colour, retro-inspired patterns and playful approach to design. The Orla Kiely brand produces ready-to-wear collections, home ware, furnishings, luggage and accessories, and has recently launched a fragrance range.

Designed by Orla Kiely, the challenge for Curtis was to create the instantly recognisable graphics with a feeling of luxury. The cartons were printed on the reverse of an FSC

accredited material, using vegetable based ink & a water based coating. The challenge was to achieve the colour matches and hold the beautiful "watermark "effect. The end result was simply stunning.

The Orla Kiely range, plus a host of other exciting packaging examples, will be on display at the Curtis Stand (No.A30) at the Packaging Innovations Fair on the 16<sup>th</sup> and 17<sup>th</sup> February at the NEC, Birmingham.

**ENDS**

**Note:**

With a history going back over 70 years, in recent times Curtis has taken on the mantle to lead the way in environmentally sustainable materials and production methods working towards their goal of *packaging that doesn't cost the earth*. Clients include many of the leading beauty brands including Boots, L'Oreal, Nivea, Soap and Glory, Neal's Yard and many third party contract manufacturers.

3D Creative Packaging combines an in depth knowledge of product packaging with inspirational and innovative design principles. They work closely with designers and brands to meet the criteria for effective packaging design with guaranteed shelf appeal.

[www.3dcreativepackaging.com](http://www.3dcreativepackaging.com)

**\*Mintel Reseach ([www.mintel.com](http://www.mintel.com))**

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